



2011

15th Pacific Asia Conference on Information systems, Brisbane 7-11 July 2011



Pacific Asia Conference on Information Systems (PACIS) 2011

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The Pacific Asia Conference on Information Systems (PACIS) is the main international Information Systems (IS) conference and the only AIS sponsored conference in the Pacific Asia Region. Association for Information Systems (AIS), the main international association of Information Systems researchers, organizes its activities around three world regions: (1) the Americas, (2) Europe, Africa and the Middle East, and (3) Pacific Asia. <http://home.aisnet.org/> In 2011, PACIS will run for the 15th time. The inaugural PACIS was in Taipei in 1993, then Singapore 1995, Brisbane 1997, Hong Kong 2000 and annually since (e.g. Seoul, Tokyo, Shanghai, Bangkok, Kuala Lumpur, Auckland, Hyderabad). Full proceedings of all past PACIS can be downloaded from <http://www.pacis-net.org/>

PACIS attracts 200-300 delegates from 20-30 countries and 200-350 paper submissions; and involves 400-800 paper reviews, several workshops, a Doctoral Consortium and a main conference that extends over 3 days with typically 100-150 presentations, and a budget of several hundred thousand dollars, though largely driven by volunteer researchers. With minor variation, the conference has enjoyed continual growth over time, with a solid paper acceptance rate fluctuating around 50 percent and more recently trending downward (increasing selectivity and paper quality). PACIS attracts the top IS researchers from around the region, as well as amongst the very best from around the world.

Australia's Queensland University of Technology (QUT) Information Systems Discipline, in cooperation with University of Queensland (UQ) Business School, are in July 2011 hosting the 15th Pacific Asia Conference on Information Systems (PACIS) <http://pacis11.org/>. QUT, the location of the main conference, is located in the Central Business District of Brisbane, with UQ 8 kilometres upriver by ferry (location of the Doctoral Consortium). Brisbane is the fastest growing city in Australia and one of the fastest growing metropolitan areas in the western world. With 1.7 million people, Brisbane offers the infrastructure and facilities of a global metropolitan hub. One hour from the Gold Coast and just south of the Barrier Reef, Brisbane is within easy reach of rain forest, pristine beaches and much more.

At PACIS 2011, in addition to mixing with top IS researchers, there will be opportunity to meet the Editors-in-Chief of the top IS journals (e.g. MIS Quarterly, Journal of the AIS) and current and past Presidents of AIS (e.g. Bernard Tan, Joey George, KK Wei, Michael Myers □). Keynote speakers are yet being confirmed, but will include Detmar Straub, Regent's Professor of the University System of Georgia and the J. Mack Robinson Distinguished Professor of Information Systems at Georgia State University, and Editor-in-Chief of MIS Quarterly (the #1 A* Journal in IS).

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KK Wei

*Dean and Chair
Professor of Information
Systems
College of Business
University of Hong Kong*



Dr Wei is Dean and Chair Professor of Information Systems in the College of Business at the City University of Hong Kong. He is Fellow of the Association of Information Systems (AIS) and he was the President of that Association in 2003/4.

Before joining CityU, Dr Wei was Professor and founding Head of the Department of Information Systems at the National University of Singapore. As Head of two major IS Departments in Asia (National University of Singapore and City University of Hong Kong) in the past decade, Dr Wei has developed a strong research culture and initiated major research efforts that resulted in both Departments being placed among the top 15 IS departments worldwide (Communications of the AIS, 2005, pp. 555-564). He has also introduced major curriculum reforms that aligned the degree programs in both Departments to AIS guidelines, thereby raising the international value of these programs.

Dr Wei is serving on the Series

Detmar Straub

*Regents' Professor of the
University System
of Georgia*

*J. Mack Robinson
Distinguished Professor
of Information Systems*



A Regent's Professor of the University System of Georgia and the J. Mack Robinson Distinguished Professor of Information Systems at Georgia State University, Detmar has conducted research in the areas of Net-enhanced organizations (e-Commerce), information security, technological innovation, IS methodological issues, and international IT studies. He holds a DBA (Doctor of Business Administration) in MIS from Indiana and a PhD in English from Penn State. He has published 165 plus papers in journals such as MIS Quarterly, Management Science, Information Systems Research, Organization Science, Journal of MIS, Journal of AIS, Information & Management, Communications of the AIS, IEEE Transactions on Engineering Management, Communications of the ACM, OMEGA, Academy of Management Executive, and Sloan Management Review.

Detmar is the Editor-in-Chief

Mr Michael Harte

*Group Executive
Enterprise Services, and
Chief Information
Officer, Commonwealth
Bank*



Michael Harte, Group Executive Enterprise Services, and Chief Information Officer, heads the Technology and Banking Operations teams for the Commonwealth Bank. In his role, he is responsible for driving world-class IT and Operational Excellence. For the first time these teams are putting Customer Service excellence at the centre of everything they do.

Michael joined the Group in April 2006 as CIO to lead a new enterprise-wide technology function and implement a new IT strategy. The Group formed Enterprise Services in October 2008 to enable an end-to-end service and process focus as well as accelerate the delivery of innovative customer solutions.

Michael's experience includes systems deployment and organisational change in Europe and the United States. Prior to joining



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Pacific Asia Conference on Information Systems (PACIS 2011) Draft Program

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T1	Theory and Research Methods in IS	T15	IS/IT Project Management
T2	IS Implementation, Adoption and Diffusion	T16	Economics of IS
T3	IS for Corporate Responsibility	T17	Human Computer Interaction
T4	IS/IT in Healthcare	T18	Web 2.0 and Data Mining
T5	Knowledge Management and Business Intelligence	T19	Human Behavior and IS
T6	Green IS and IT	T20	Future Directions/Breakthrough Ideas
T7	Empirical Research in e-Learning: Past, Present, and Future	T21	General Track
T8	Culture and Global IT/IS Management	T22	IT Global Sourcing and Cloud Computing
T9	Information System Control and IT Governance	T23	Electronic and Mobile Commerce
T10	Service Science and Information Systems	T24	Accounting Information Systems
T11	Online Social Networking – Acting In A Virtually Connected World	T25	Design of Information Systems
T12	Business Process Management	T26	Social and Organizational aspects of IS
T13	Enterprise Systems	T27	Information Security and Privacy
T14	IT/IS Leadership and Strategy		

Click on Paper title below to view Abstract

Saturday 9 July

09:00 – 09:30	Opening Ceremony						
09:30 – 10:30	Keynote: Conducting Research in Asia-Pacific: Opportunities and Pitfalls Kwok-Kei Wei, City University of Hong Kong						
10:30 – 11:00	Morning Tea						
	Room Z205	Room Z207	Room Z208	Room Z301	Room Z302	Room Z305	Room Z306
11:00 – 11:30	Standing Between Purchase Intention And Action: Product Value And Its Uncertainty Jung Lee and Jae-Nam Lee	Media Repertoires - Making Sense of the Dynamics of Usage Practices Nadine Vehring	Managing Information Technology in Transnational Enterprises Siew Kien Sia, Christina Soh and Jet Olfato	Green IT Adoption: A Motivational Perspective Alemayehu Molla and Ahmad Abareshi	The Impacts of Communication on IT Program External Environments and IT Product Quality Yuzhu Li, James Jiang and Gary Klein	A Dynamic System Of E-Service Failure, Recovery And Trust Wei-Lun Chang and Hui-Chi Chang	Mediators: Lecturer Perspectives Learning Management Systems : University of Western Australia Nhlanhla M. Jean-Paul
11:30 – 12:00	Achieving High Performing Supply Networks Through Value Network Transparency Suparna Goswami, Ravichandran T, Hock-Hai Teo and Helmut Krcmar	The Effects Of Persuasive Messages On System Acceptance Chia-Ying Li and Yi-Cheng Ku	Challenging The Global, Rediscovering The Local: Voluntary Market Restriction In C2C E-Marketplaces Rosemary Stockdale and Chris Felstead	The Effect Of Information Systems Capabilities On Sustainability: A Country-Level Analysis Satish Krishnan and Thompson S.H. Teo	Why Project Performance Varies: A Capability-Based Explanation Paul L. Bannerman and Philip W. Yettton	A Performance Measurement Framework For UK Contact Centres Shushma Patel, Yuan Xing and Patel Dilip	Information Post-Adoption Satisfaction: Dissatisfaction Study In Learning A.K.M. Naji
12:00 – 12:30	IT Resources, Supply Chain Coordination Competency And Firm Performance: An Empirical Study Rui Bi, Booi Kam and Kosmas Smyrniotis	Website Adoption By Local Sporting Bodies In Australia And New Zealand Scott Bingley, Stephen Burgess and Carmine Sellitto	The Role Of Individual, Family-Related, And Organizational Factors In Shaping WLC In Offshoring Contexts: A Study Of European And Indian IT Professionals Saonee Sarker, Suprateek Sarker, Jan Ondrus, Debasish Jana and Manju Ahuja	Green IT Strategies: A Case Study-Based Framework For Aligning Green IT With Competitive Environmental Strategies Koray Ere, Fabian Loeser, Nils-Holger Schmidt, Ruediger Zarnekow and Lutz M. Kolbe	The Impact Of Relationships And Confucian Ethics On Chinese Employees' Whistle-Blowing Willingness In Software Projects Jijie Wang and Lih-Bin Oh	IT Service Management In The Academic Curriculum: Comparing An Australian And German Experience Aileen Cater-Steel, Ruediger Zarnekow and Jochen Wulf	Consider Cognitive Theory In Learning Environment Abdullah A. Freeman and Chandler
12:30 – 14:00	Lunch						
14:00 – 14:30	The Dynamics Of Interaction: Exploring A Living Lab Innovation Process From A Community Of Practice Perspective Lars-Olof Johansson and Ulrika Lundh Snis	Mobile Banking Adoption In Australian Rural Areas Akshat Khatri and Sherah Kurnia	Supporting virtual research teams - how Social Network Sites could contribute to the emergence of necessary Social Capital Daniel Richter	Do Green IT Announcements Improve Market Value Of Firms? Rohit Nishant, Thompson Teo and Mark Goh	Towards A Situational Approach In Managing Collaborative Research Projects In Is Finding The Right Contingency Factors Jan Vom Brocke and Sonia Lippe	How to increase service productivity: a BPM perspective Andrea Malsbender, Jens Poppelbus, Ralf Plattfaut, Björn Niehaves and Jörg Becker	eLearning Promoting Plagiarism Honesty? Debbie Ric Busch and Germanou
14:30 –	Open Modeling for Designing Community Ecosystems	Bifocal Technology Adoption: A Case Study Of A Technology	An Examination Of Online Social Networks Properties	Information Systems For Data Centres: Description And	Withholding Bad News In Information	Effects of User Participation In Enterprise System	Learning Distance Setting

15:00	Igor Hawryszkiewicz	Transfer Tool Giselle Rampersad and Indrit Troshani	With Tie-Strength Chien-Chou Chen, Terry Hui-Ye Chiu, Yuh-Jzer Joung and Chen Shymir	Operational Characteristics Adel Alarafi, Alemayehu Molla and Hepu Deng	Technology Projects: The Effect Of Positive Psychology Joseph Natovich, Rachel Natovich and Zeev Derzy	Improvement on the Service Value Perceived by Users Fang Ding and Biao Liu	Allen Luo
15:00 – 15:30	On How Rejecters, Utilizers, Hedonists And Extenders Shape Information Use In Society. David Mason and Nishanie Pereira	A Case Study Of Open Source Software Adoption In Australian Public Sector Organisations Kavitha Gurusamy and John Campbell	Social Relationships Development And Communication Process In Virtual Community: A Life Cycle Approach Michael Chao-Sheng Chang	A Method for Examining Corporate Social Responsibility Descriptions on SME Websites Craig M. Parker, Ambika Zutshi, Bardo Fraunholz and Merete R. Crofts	The Identification Of IT Project Manager Competencies: A Grounded Theory Approach Stuart Dillon, Hazel Taylor and Gretta Rodriguez-Jolly	Model Based Identification and Measurement of Reorganization Potential through Service-oriented Architectures Martin Juhrisch and Gunnar Dietz	Student Character Predictor Course Su Eyong Kim
15:30 – 16:00	Afternoon Tea						
16:00 – 16:30	New Product Diffusion: A Dual Word-Of-Mouth Perspective Jie Zhang and Liqiang Huang	Logistics Information Technology Adoption: The Effect of Buyer - Supplier Relationships on Performance Outcomes Benjamin Hazen and Terry Byrd	Why are Social Networking Applications Successful: An Empirical Study of Twitter Carol Ou, Robert Davison and Nikki Cheng	Towards A Context - Aware Analysis Of Business Process Performance Michael Leyer	Coordination Effectiveness in an Agile Software Development Context Diane Strobe, Beverley Hope, Sid Huff and Sebastian Link	Competitive Advantage of Online Services and Complementarity of IT Service Dimensions in Brokerage Firms Jonghun Jung and Byungtae Lee	Eliciting / Connectir Informatir Requirement Study Of Situation: Warehouse Developm Helena Vrz Christoph
16:30 – 17:00	R&D Investment And Firm Performance In IT Companies: An Empirical Investigation Across IT Industry Sectors Zhijie Lin, Chunmian Ge and Khim Yong Goh	Positioning RFID Technology Into The Innovation Theory Landscape: A Multidimensional Perspective Integrating Case Study Approach Samuel Fosso Wamba	Short Message Discussions: On The Conversational Nature Of Microblogging In A Large Consultancy Organisation Kai Riemer, Stephan Diederich, Alexander Richter and Paul Scifleet	Towards a Conceptualisation of BPM-Culture: Results from a Literature Review Jan Vom Brocke and Theresa Schmiedel	Studying End-User Downloading Of Indecent Scandal Pictures By The Randomized Response Technique Samuel Kwan and Kar Yan Tam	An Evaluation Of Service Frameworks For The Management Of Service Ecosystems Ravi Khadka, Slinger Jansen, Amir Saeidi, Jurriaan Hage and Remko Helms	Understa Boxes: Kr Inductor Models Jinhwa Kin Bae and D
17:00 – 17:30	Strategies of Crisis Management from Contingent Perspective Jerry Wenjie Ping, Tingru Cui and Shan-Ling Pan	An In-depth Investigation into B2B e-Commerce Adoption in Indonesia Reyner Jovian Karnali and Sherah Kurnia	Identifying Influential Users Of Micro-Blogging Services: A Dynamic Action-Based Network Approach Meng Zhang, Caihong Sun and Wenhui Liu	Goal Commitment And Competition As Drivers For Group Productivity In Business Process Modeling Peter Rittgen	The Effects of Message Order and Information Chunking on eWOM Persuasion Lingyun Qiu and Weiquan Wang	Human-Machine Function Allocation in Information Systems: A Comprehensive Approach Fang Liu, Meiyun Zuo and Ping Zhang	The Infl Knowledge: Managem Market-R Performa Business Effectiver Empirical Investiga Hospitals Financial Shin-Yuan Wen-Ting
18:30	Conference Dinner at Strand Rugby Quay						
Sunday 10 July							
09:30 – 10:30	Keynote: Is Information Systems Research Relevant? Detmar Straub, Georgia State University						
10:30 – 11:00	Morning Tea						
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11:00 – 11:30	Reconceptualizing System Use For Contemporary Information Systems Ephraim Mclean, Darshana Sedera and Felix Ter Chian Tan	Product Innovations In Emerging Economies: The Moderating Role Of Collaborative Capacity Xiao Xiao, Saonee Sarker and Sudhanshu Rai	Issues In The Study Of Virtual World Social Movements Brad McKenna, Michael Myers and Lesley Gardner	Towards Learning Business Process Management Thinking Michael Leyer and Jutta Wollersheim	Driving change through brokering practices in an online community ecosystem Jocelyn Craneffeld, Pak Young and Sid Huff	The Effects Of Malfunctioning Personalized Services On User Trust And Behaviours Patrick Y. K. Chau, Shuk Ying Ho and Yihong Yao	Bridging I Absorptiv For Know Managem Systems : Jin-Xing H. Yan Yu an Dong
11:30 – 12:00	Nature of CIO Position Power: Evidence from China Fei Ren, Fang Ding and Dong Li	Acceptance Of Service Oriented Computing: What Do IT Professionals Think? Ilse Baumgartner and Peter Green	The Employment Of Online Communities Of Practice For Manifesting Feminist Behaviours Among Eastern Women Shahla Ghobadi and Stephen Smith	The Information Systems Design Science Research Body of Knowledge - A Citation Analysis in Recent Top Journal Publications Christian Fischer	The Crowding Effect Of Rewards On Knowledge-Sharing Behaviour In Virtual Communities Chih-Chung Liu, Ting-Peng Liang, Balaji Rajagopalan and Vallabh Sambamurthy	Assessing the Helpfulness of Online Product Review: A Progressive Experimental Approach Meng-Xiang Li, Liqiang Huang, Chuan-Hoo Tan and Kwok-Kee Wei	The Effect Knowledge Managem Systems i Absorptiv Findings i Internati Firms André Sch Heinz-The Martin Sch Thorsten E
12:00 – 12:30	Making The Case: IT Investments In A \$1.4bn Transformation Alan Thorogood, Peter Reynolds and Philip Yetton	ERP Misfit: A Multidimensional Concept And Misfit Resolution Gloria H. W. Liu, Eric T. G. Wang and Jeffrey C. F. Tai	Knowledge Sharing Through Virtual Layers in Regional Sustainable Development Networks Rosemary Van Der Meer, Luba Torlina and Jamie Mustard	Design Theorizing Individual Information Systems Richard Baskerville	Information Needs In Community Aged Care Lemai Nguyen, Shaheen Evans, Wilde David and Graeme Shanks	A Theory of Instinctive Information Sharing Deliang Wang and Hock Chuan Chan	Exploring Expertise Why Don't An Experi Remko He Diemer an Lichtenste
12:30 – 14:00	Lunch (and Poster Presentations for Research-in-progress Papers, Gibson Room, Level 10)						
14:00 – 14:30	Understanding Organizational Agility Development - A Process Model Of Resource Configuration Jin Chen, Deliang Wang	Affordances Of Interorganisational Information Systems (IOIS) - A Pharmacist's Perspective Stefan Schellhammer	Beyond Lurking: The invisible follower-feeder in an online community ecosystem Jocelyn Craneffeld, Pak Young and Sid Huff	Incorporating Practitioner Based Enquiry into Software Development Research Brian Regan, Phillip McIntyre and Keith	A Study On The Factors Affecting The Behaviour Of Spreading Online Rumours: Focusing On The Rumour Recipient's Emotions Mark Khai Shean Tan and Alex Richardson	Please Do Not Disturb: Managing Interruptions And Task Complexity Mark Khai Shean Tan and Alex Richardson	Defining I Managem Risk Benoit A. / Gregoire B Carlos Car

	and Shan-Ling Pan			Nesbitt	Jong-Hyun Kim and Gee-Woo Bock		
14:30 – 15:00	What Drives Technology Innovation Among The Emerging Chinese Enterprises? Connie Zheng and Bai Xuan Wang	Design Of Ubiquitous Information Systems For Digital Natives Khushbu Tilvawala, Michael Myers and David Sundaram	Social Media Data Mining: A Social Network Analysis Of Tweets During The 2010-2011 Australian Floods France Cheong and Christopher Cheong	An Exploration Of Historical Methods For Information Systems Research Janet Toland and Pak Yoong	Continued Use Of Intra-organizational Blogs: Impacts Of Habits, Network Externalities, and Ranking Nianlong Luo, Xunhua Guo and Guoqing Chen	A Hybrid Probabilistic And Combinatorial Optimization Approach To Analyzing Rowing Performance Measures Bahadorreza Ofoghi, John Zelezniukow and Clare Macmahon	Knowledge Management Governance: A Multinational Company Study Of Danny Ard Kerry Tan
15:00 – 15:30	Examining The Factors That Affect Erp Assimilation Hui-Tzu Min, Shih-Wei Chou and Yu-Chieh Chang	An estimation of the diffusion of internet: The case of Heilongjiang Province in China Yajing Sun and Xiangbin Yan	The Role Of Linguistic Properties In Online Dating Communication - A Large-Scale Study Of Contact Initiation Messages Valentin Schöndienst and Linh Dang-Xuan	Examining Rural Adoption Of Broadband - Critical Realist Perspectives Philip Dobson, Paul Jackson and Denise Gengatharen	What Kinds Of Social Support Does The Audience Offer To A-List Journal-Type Bloggers? Hsui-Chia Ko, Li-Ling Wang and Yi-Ting Xu	An Effective Cold Start Recommendation Method Using A Web Of Trust Yu-Hao Wan and Chien Chin Chen	A Community Maturity Index: An Application Of Knowledge In The Field Imed Boug Ikram Bou
15:30 – 16:00	Afternoon Tea						
16:00 – 16:30	ERP Post-Implementation Learning, ERP Usage And Individual Performance Impact Hsiu-Hua Chang, Huey-Wen Chou, Chun-Po Yin and Cecilia I. Lin	Exploring continuous assurance in practice: Preliminary insights Catherine Hardy	Exploring Continuous Participation On Entertainment Applications Of Social Network Sites Yi Wu, Zheng Wang and Klarissa Chang	Authentic And Concurrent Evaluation - Refining An Evaluation Approach In Design Science Research Carina Ihlström Eriksson, Maria Åkesson and Karlheinz Kautz	The Power Of Networks And Information Flows- In Circuits Of Power Perspective On Online Religion Shirley Ou Yang and Carol Hsu	Research Issues In Community Based Question Answering Mohan John Blooma and Jayan Kurian Chirayath	Determining Efficiency Of Critical Decision-Making Envelope Analysis Xiaoxia Du Deng and
16:30 – 17:00	Service-Oriented Information Systems Architectures In Supply Chain Management For Hybrid Value Bundles - A Structured Comparison Holger Schroedl and Klaus Turowski	Examining The Role Of IS Audit In The Public Sector Micheal Axelsen, Paul Coram, Peter Green and Gail Ridley	An empirical study of flow experiences in social network sites Hsui-Lan Wu and Jau-Wen Wang	Creating Value From Business Analytics Systems: The Impact Of Strategy Graeme Shanks and Rajeev Sharma	How Social Are Social Virtual Worlds? An Investigation Of Hedonic, Utilitarian, Social And Normative Usage Drivers Matti Mantymäki and Kai Riemer	Estimating Trust Strength For Supporting Effective Recommendation Services Chih-Ping Wei, Hung-Chen Chen and Ming-Kai Liang	R&D And Effect Of Software Service Firm Financial Performance: A Stochastic Approach Chunmian Wei Huang
17:00 – 17:30	Creating E-Business Value And Firm Performance From Supply Chain Perspective Chong-Shyong Ong and Ching-Tsung Lin	HCI-based ERP auditing system usability assessment framework She-I Chang, Hsu-Che Wu, I-Cheng Chang and Yen-Kai Wang	No Paper	BPR Complementary Competence For Developing Economy Public Sector: A Construct And Measurement Instrument Asmare E. Kassahun and Alemayehu Molla	Cyberloafing, Neutralization, and Organizational Citizenship Behaviour Rashimah Rajah and Vivien K. G. Lim	Collaborative Filtering With User Interest Evolution Tsang-Hsiang Cheng, Hung-Chen Chen, Wen-Ben Lin and Yen-Hsien Lee	Differentiated Information Systems: A Case Study Of Cannibals Xueqi Wei, Zhaoran X Huang
Monday 11 July							
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09:00 – 09:30	ERP Simulation Game: Establishing Engagement, Collaboration and Learning Susan Foster and John Hopkins	Accounting Solutions Use For Budgeting In ERP, Hybrid ERP And BoB: An Explorative Study Wipawee Uppatunwichian, Björn Johansson and Sven Carlsson	How Did Facebook Outspace Myspace With Open Innovation? An Analysis Of Network Competition With Changes Of Network Topology Gwangjae Jung and Byungtae Lee	No Paper	Do end users accept end user development? Andrea Glessmann, Jana Ebermann and Katarina Stanoevska-Slabeva	Mining Sequential Patterns With Consideration To Recency, Frequency, And Monetary Ya-Han Hu and Yu-Hua Kao	Value Net Transform: Digital Service Innovation Vehicle II Asif Akram Akesson
09:30 – 10:00	A Framework For Understanding The Benefits Of Supply Chain Management Systems Wenjuan Wang and Darshana Sedera	Analysis Of The Effects Of Environmental Accounting System On Accountants Based On The Organizational Reform Theory She-I Chang, David C. Yen, I-Cheng Chang, Hsing-Jung Li and Lin-Wan Chen	Event study on the Online Game Industry of Korean market Changwoo Suh and Byungtae Lee	Women And The Australian ICT Industry: An Analysis Of ABS Census And Survey Data Graeme Byrne and Lorraine Staehr	Culture And Student Samples As Moderators Of Continued IT Usage: A Meta-Analysis Of Its Continuance Literature A.K.M. Najmul Islam and Matti Mantymäki	Drivers Of Knowledge Contribution Quality And Quantity In Online Question And Answering Communities Jie Lou, Kai Hin Lim, Yulin Fang and Zeyu Peng	Understanding The Impact Of Innovation Firm Performance On The Case Of Computing Insoo Son, Lee, Jae-N Young-Bor
10:00 – 10:30	ERP system customization in SMEs: A multiple case study Ondrej Zach and Björn Erik Munkvold	Environmental Scanning Systems: State of the Art and First Instantiation Neon Steinecke, Reiner Quick and Thomas Mohr	A Study Into How Australian Banks Use Social Media Vindaya Senadheera, Matthew Warren and Shona Leitch	Analysing Research Collaboration on the micro level - the perspective of individual scholars in the IS discipline Daniel Richter	Gray-Area Phenomenon In Information Systems Development: A Call For Research Tero Vartiainen, Mikko Siponen and Gregory D. Moody	A Temporal Frequent Itemset-Based Clustering Approach For Discovering Event Episodes From News Sequence Yen-Hsien Lee, Paul Jen-Hwa Hu, Tsai-Hsin Chu, Tsang-Hsiang Cheng and Hsin-Wei Chen	When and How to Use IT Services: An Analytical Empirical Heterogeneous Service Jonghun Ji Byungtae
10:30 – 11:00	Morning Tea						
11:00 – 12:00	Keynote: IT services and capabilities underpin competitive advantage Michael Harte, Commonwealth Bank						
12:00	Closing Ceremony						
12:30	Lunch - Packed takeaway lunches will be available for delegates						